We claim:

1.   A media feed measurement system adapted to identify media features at first and second locations spaced apart by a first distance along a media feed path, the system being arranged during a feed operation to identify a first then a second feature at the first location and subsequently to identify those features at the second location, the features being spaced apart along the feed path by a second distance substantially less than the first distance, the system being arranged to determine a given media feed distance in dependence upon the first and the second distance.

2.   A system according to claim 1, wherein the first and second features are selected such that when the second feature is identified at the second location, the first feature is substantially located at predetermined position.

3.   A system according to claim 2, the predetermined position corresponds to the end of the feed operation.

4.   A system according to claim 2, wherein the predetermined position corresponds to a position a substantially known distance prior to the end of the feed operation.

5.   A system according to claim 4, wherein the known distance comprises a fine positional adjustment based on the determination of the system.

6.   A system according to claim 5, wherein the system is adapted to identify one or more features at the first position, upstream of the second feature, such that when the one or more features are subsequently identified at the second position, the feed operation including the known distance and fine positional adjustment is completed.

7.   A system according to claim 4, wherein the known distance is completed with a media feed operation without feedback.

8. A system according to claim 7, wherein the known distance is measured using an encoder, such as a shaft encoder associated with a media drive roller, wheel or belt.

5   9. A system according to claim 1, wherein the feed operation is arranged to feed the media between one and two times the length of the first distance.

10. A system according to claim 1, wherein the feed operation is arranged to feed the media more that two times the length of the first distance.

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11. A system according to claim 9 or claim 10, wherein the system is arranged during the feed operation to identify one or more further media features spaced apart from the first and second features along the media feed path at both the first location and subsequently at the second location.

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12. A system according to claim 11, wherein the one or more further media features are located on the media downstream of both the first and second features.

20   13. A system according to claim 11, wherein the first, the second and the one or more further media features are arranged in a series with substantially equal spacing between adjacent features of the series.

14. A system according to claim 11, wherein during the feed operation the
25   media is advanced using a substantially open loop positional control system, the media feed distance being periodically updated with incremental feed distances when the media features are identified in the second location.

15. A system according to claim 14, wherein the system is arranged to
30   generate a statistical population of incremental feed distances and to calculate the average incremental feed distance of the population.

16. A system according to claim 1, wherein media feed measurement system is associated with a scanning inkjet printer.

17.   A system according to claim 16, wherein the distance by which the media is fed during the feed operation depends upon the print mode used.

5   18.   A system according to claim 17, wherein the feed operation feeds the media by one swath width or a fraction of a swath width.

19.   A device according to claim 16, wherein the system comprises first and second optical sensors arranged to generate images of the media.

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20.   A device according to claim 19, wherein the one or more sensors are located in a media supporting surface, such as a platen, of the printer.

21.   A device according to claim 19, wherein the one or more sensors are
15   adapted to capture images of inherent physical aspects of the media.

22.   A device according to claim 21, further comprising a processor device adapted to identify one or more features in images of the media and to determine whether the one or more features identified in one image correspond
20   to the one or more features identified in the other image.

23.   A method of measuring the advance of print media along a media feed path of a hard copy device, the device adapted to identify media features at first and second locations spaced apart by a first distance along the media path,
25   comprising the steps of;
        identifying at the first location a first then a second feature, spaced apart along the feed path by a second distance substantially less than the first distance;
        subsequently identifying those features at the second location;
30   determining a given media feed distance in dependence upon the first and the second distance.

24.   A method according to claim 23, further comprising the step of determining the second distance such that when the second feature is identified

at the second location, the first feature is substantially located at predetermined position.

25.   A method according to claim 24, wherein the predetermined position corresponds to the end of the feed operation.

26.   A method according to claim 23, comprising the further step of feeding the media a fine adjustment distance, in dependence upon the step of determining.

27.   A computer program comprising program code means for performing the method steps of any one of claims 23 to 26 when the program is run on a computer and/or other processing means associated with suitable apparatus.